



THE UNIVERSITY of EDINBURGH
Careers Service

School of Mathematics Employability Tuesday

Talking to Employers: Selling Yourself & Networking

This session will begin at 13:10

Matt Vickers

Careers Consultant

Inspiring futures





Before we start

Can you hear the presenter talking?

- Please select yes/no on the on-screen poll, or type your answer in the chat box
- If you can't hear, try leaving and re-joining the session – Google Chrome is the recommended browser.





Asking Questions

Etiquette



Please mute your microphone

You can type a question or comment at any time in the text chat.





Identity



Why is my name displayed?

Your name is displayed to the facilitator and the other students and you are able to see their names. This is to help keep the learning space secure, support engagement, and run the session effectively. It will not be visible on any published recording.

Do I have to turn my video on?

No.





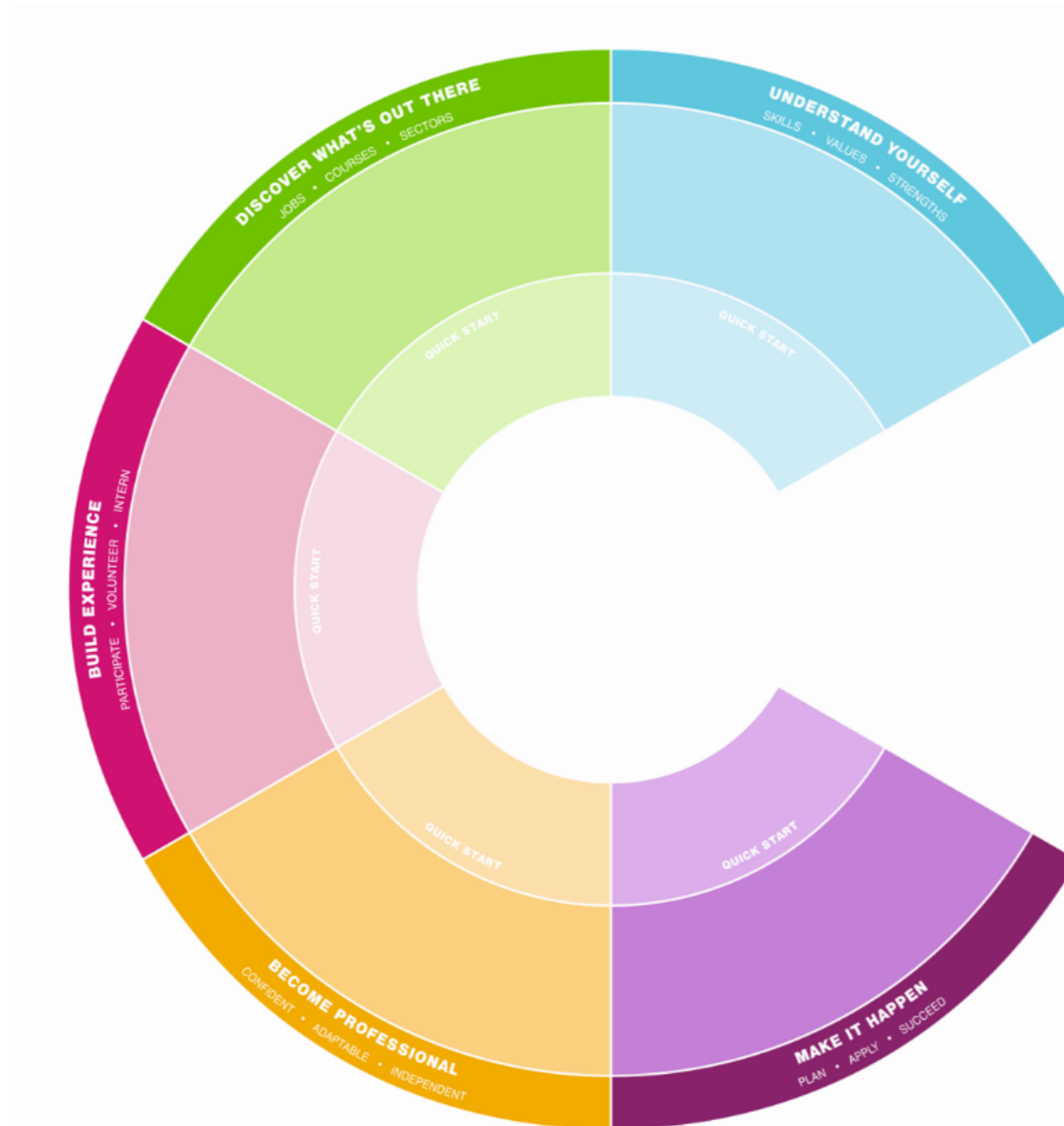
Recording

- This session will now be recorded. Any further information that you provide during a session is optional and in doing so you give us consent to process this information.
- These sessions will be stored by the University of Edinburgh for one year and published on our website and Media Hopper during that time.
- The text chat is recorded but will not be visible on the published recording.
- By taking part in a session you give us your consent to process any information you provide during it.
- We will tell you when we stop recording.





Careers Compass – chart your progress



- **Understand yourself** – skills, values, strengths
- **Discover what's out there** – jobs, courses, sectors
- **Build experience** – participate, volunteer, intern
- **Become professional** – confident, adaptable, independent
- **Make it happen** – plan, apply, succeed





Today?

Use the **suggestions** on Career Compass for quick 'wins':

<http://www.ed.ac.uk/careers/compass>

and *Toolkit* resources:

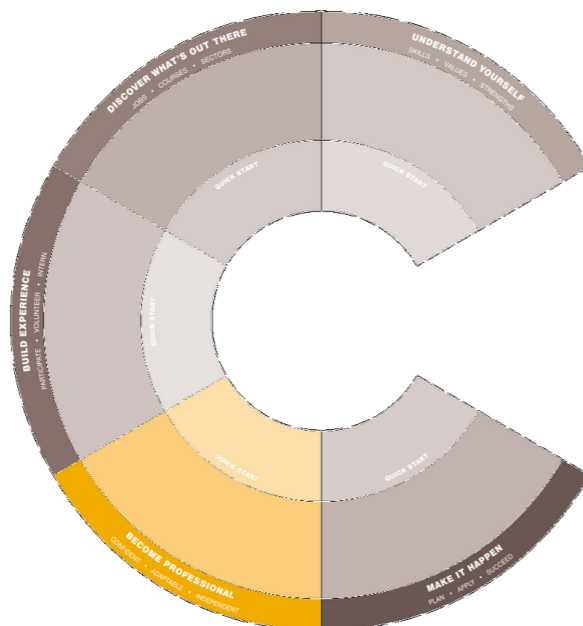
<https://www.ed.ac.uk/careers/students/undergraduates/toolkits>

to see what else you could be doing to

Become professional

and to

Make it happen





Why talk to recruiters/contacts?

1. To give and receive information

- Find out more about them (and discover if/how you fit)
- Ask questions not answered by their websites
- Discover unadvertised vacancies? e.g. My PhD 'straw poll'





Why talk to recruiters/contacts?

2. To make a good impression

- Sell yourself: this what I can do/know/have experience of
i.e. this is why you should be interested in me!
 - Recruiters might notice (look out for?) your application
 - ...or even better! e.g. Fire Engineer @ Engineering fair
- Gain 'allies' – contacts who can help/advise/suggest leads
- Grow your network: one person might know 5, who each know 5...





When/where might you speak to employers?



- *Formally*: **job or PhD interview**
- *Less formally*:
 - **pre-arranged chat** (“informational interviewing”)
 - **careers event** e.g. fair, presentation,
 - **university open day**
- *Casually*: chance meeting e.g. guest lecture, train, golf course...





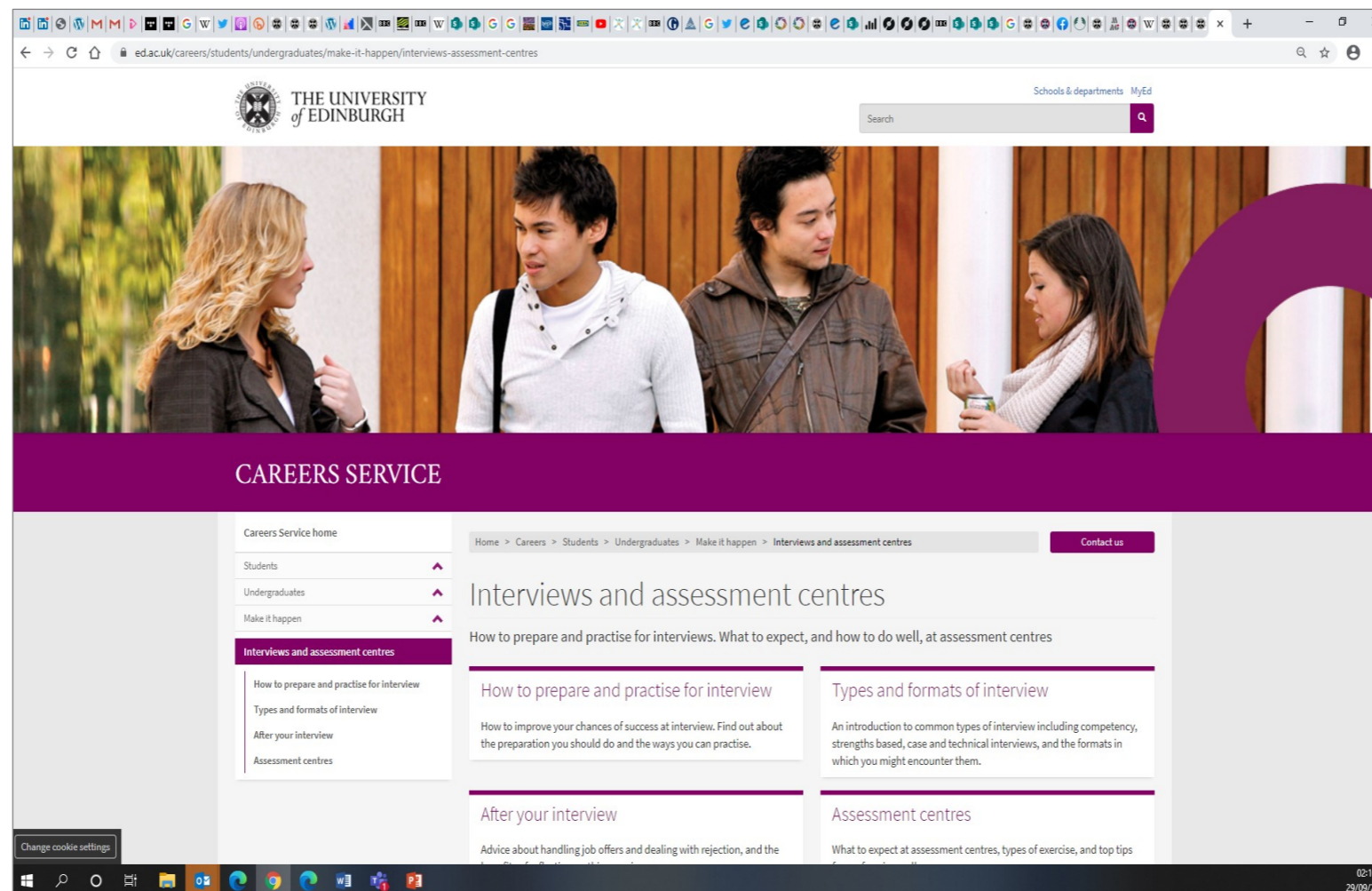
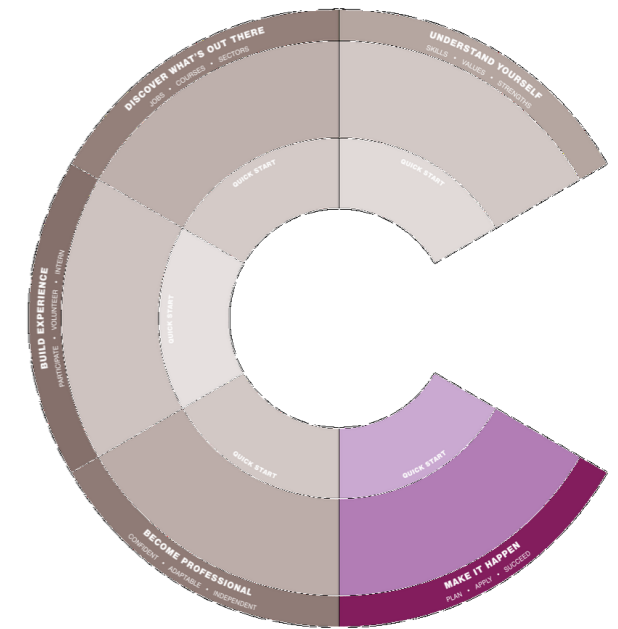
How can you make it a successful discussion?





Job/PhD interviews

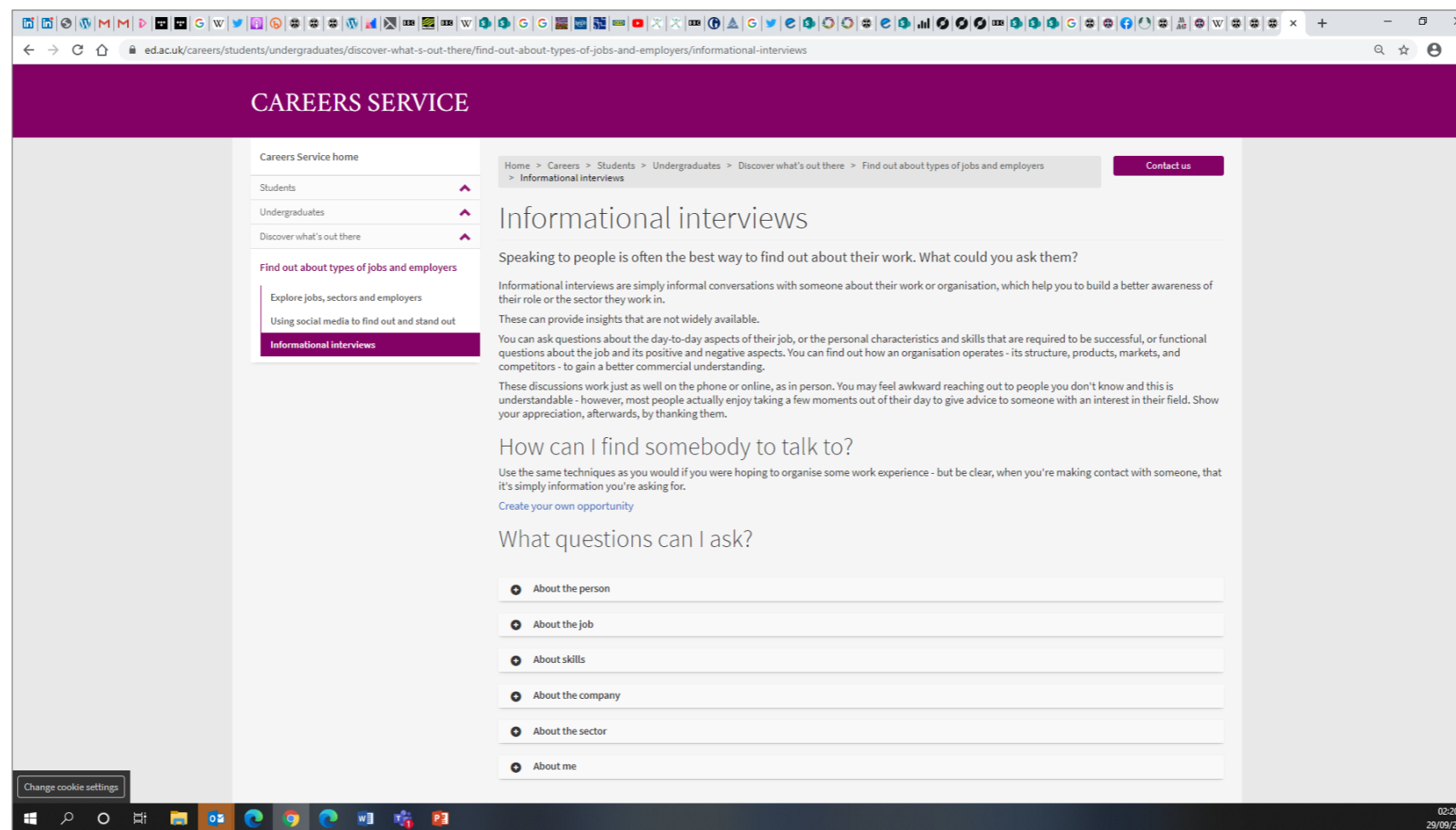
- Will cover in a future session.
- If you need advice before then:





Pre-arranged chat: *informational interviews*

- e.g. Getting into Sports Marketing



<https://www.ed.ac.uk/careers/students/undergraduates/discover-what-s-out-there/find-out-about-types-of-jobs-and-employers/informational-interviews>





Careers events



The banner features a dark orange background on the left and a yellow background on the right. On the left, the University of Edinburgh logo and 'Careers Service' text are at the top. Below is the title 'Careers Week' in large white font, followed by the dates '11th - 15th October 2021'. Further down, it says 'Featuring Careers Fair Online Tuesday 12th and Thursday 14th October 11am - 4pm' and 'Discover what's out there'. At the bottom left, it says 'Inspiring futures' and 'Find out more on MyCareerHub'. On the right, there is an illustration of three people in business attire standing on clouds and looking through telescopes. A large white cloud contains the text 'Sponsored by NEWTON'.

THE UNIVERSITY of EDINBURGH
Careers Service

Careers Week

11th - 15th October 2021

Featuring Careers Fair Online
Tuesday 12th and Thursday 14th October
11am - 4pm

Discover what's out there

Inspiring futures Find out more on MyCareerHub

Sponsored by
NEWTON

- Check **MyCareerHub** for details and live updates on this and other events and opportunities to meet recruiters.
- <https://www.hub.ed.ac.uk/s/mycareerhub>





Casual chat

- e.g. Art auctioneering





Careers fairs/events: getting it wrong...



Inspiring futures





1: Do your research

The screenshot shows a web browser window displaying the MyCareerHub page for 'Careers Week 2020'. The page features a list of participating employers. A modal window titled 'Employers' is open, listing the following companies: AlphaSights, American Express, AquaQ Analytics, ARM Ltd (ARM), Baillie Gifford, Barclays, Creative Edinburgh, DWF LLP, Enterprise Rent-a-Car, FDM Group, Firstport, Frontline, Global Surface Intelligence (GSI), G-RESEARCH, Herbert Smith Freehills LLP, IEMA, Johnston Carmichael, M&G Plc, Metaswitch, Munich Re, and Newton Europe. A red rectangular box highlights the 'View all organisations' link at the bottom of the list. The background page includes a navigation menu with 'MyCareerHub' and 'Opportunities', a 'Share' button, and a 'Bookmark Event' button. The event details specify 'Tue 6 Oct 2020, 11:00 am - 4:00 pm' and 'Online'. The page also features a 'Inspiring futures' banner and a user profile for 'Matthew'.



...to ascertain:

- Who you want to speak to
- Order of priority
- What you want to know
 - about the role
 - about the skills/experience/knowledge needed
 - about the organisation
 - specific to you
 - (about their experience – if appropriate?)





2: Review your experience

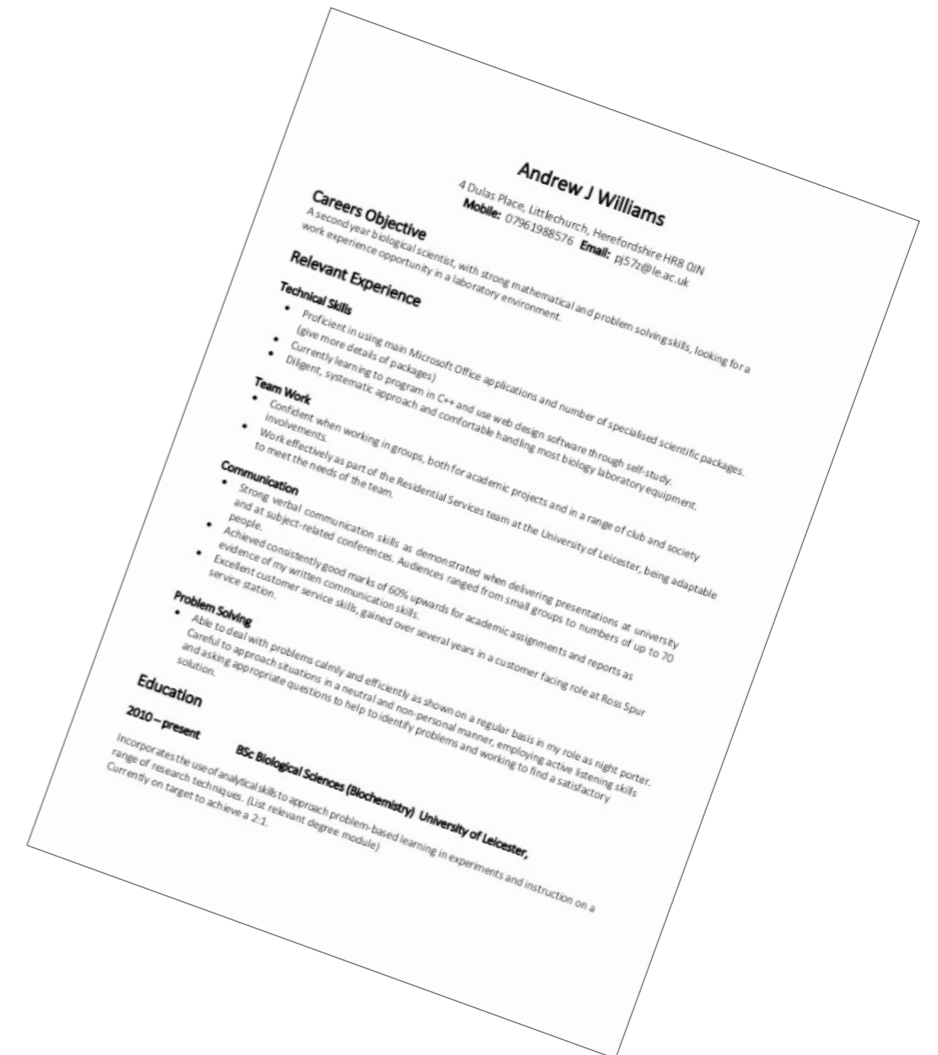
- **What have you done and achieved?**

What is on your CV?

Can you summarise it?

- **What are you good at and what do you like doing?**

Can you talk about it with enthusiasm?





3: Prepare your introduction





4: First impression? Make a little effort to dress smartly...



...and/or type clearly!





5: Go alone





THE UNIVERSITY *of* EDINBURGH
Careers Service

6. Smile!



Inspiring futures





7: ~~So, what do you do?~~
Ask intelligent,
considered questions





- What is a typical day like for them? (is there such a thing?)
- What has been the most unexpected thing about joining the company?
- What was the induction like?
- What are the challenges facing the organisation at the moment?
- Who are their competitors and what differentiates them?
- What attracted them to this industry / company / job?
- What are they most excited or concerned about for this industry/company/career path in the future?
- What are the common misconceptions about working in this company?
- What are some of the defining characteristics of the graduates who have been hired by the company in the past? (e.g. typical kinds of experience new entrants have)
- What do they enjoy most about this industry / company / job?
- I was reading about your new chip/ejector seat/reactor vessel. Were you involved in that project? I was especially interested to know how you approached...





8: Be prepared for **their** questions!

- What do you know about us?
- What interests you about working for us?
- What attracts you to a career in this industry?
- What skills and qualities do you think would be important for this role/our company?





9: Get a name



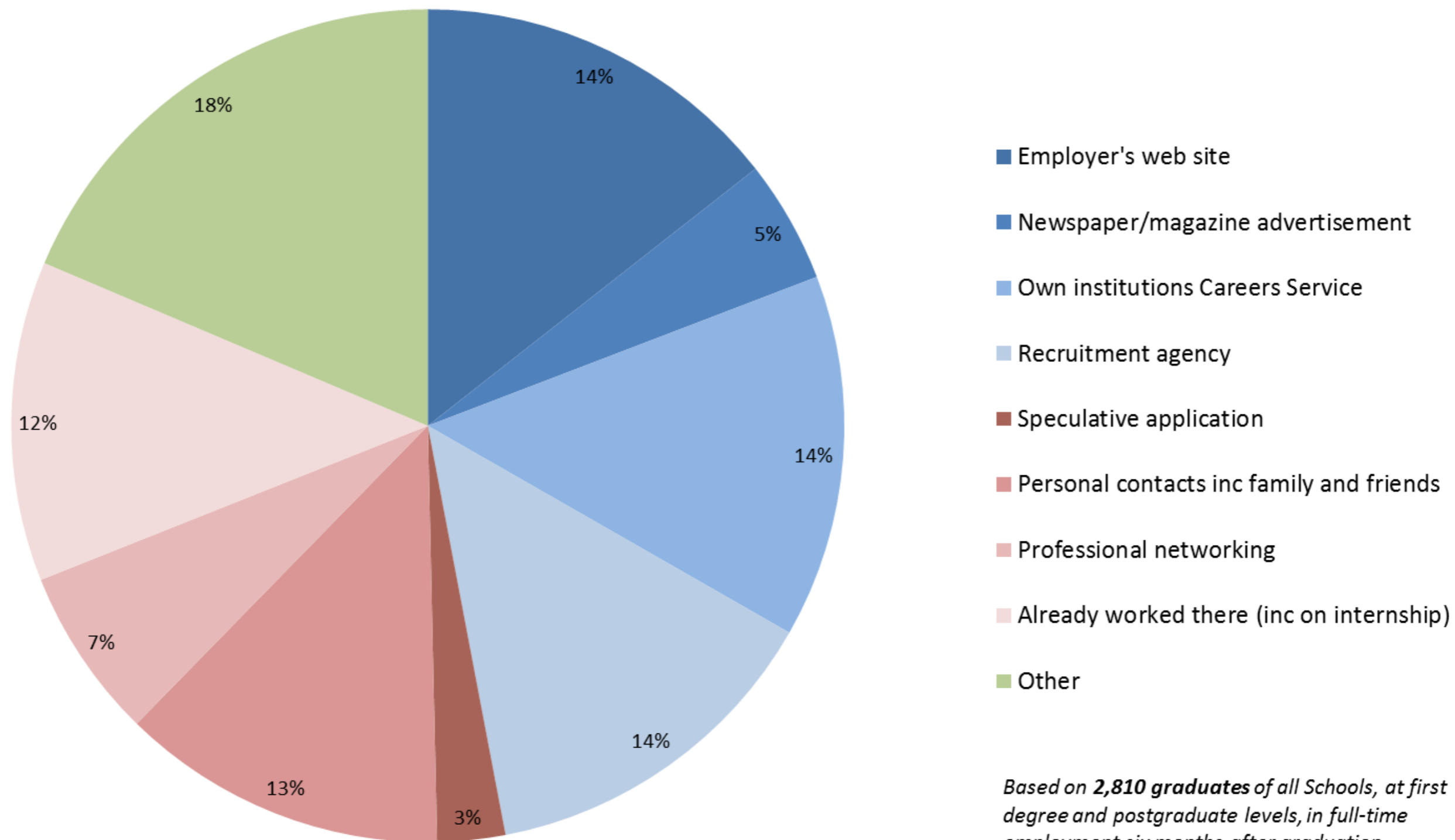


10: Make notes





How Graduates Working Full-time Found Their Jobs 20012/13 DLHE Survey



Based on 2,810 graduates of all Schools, at first degree and postgraduate levels, in full-time employment six months after graduation.

Your network – bigger than you think?





THE UNIVERSITY *of* EDINBURGH
Careers Service

Growing / managing your network



PLATFORM ONE
A place for University of Edinburgh people

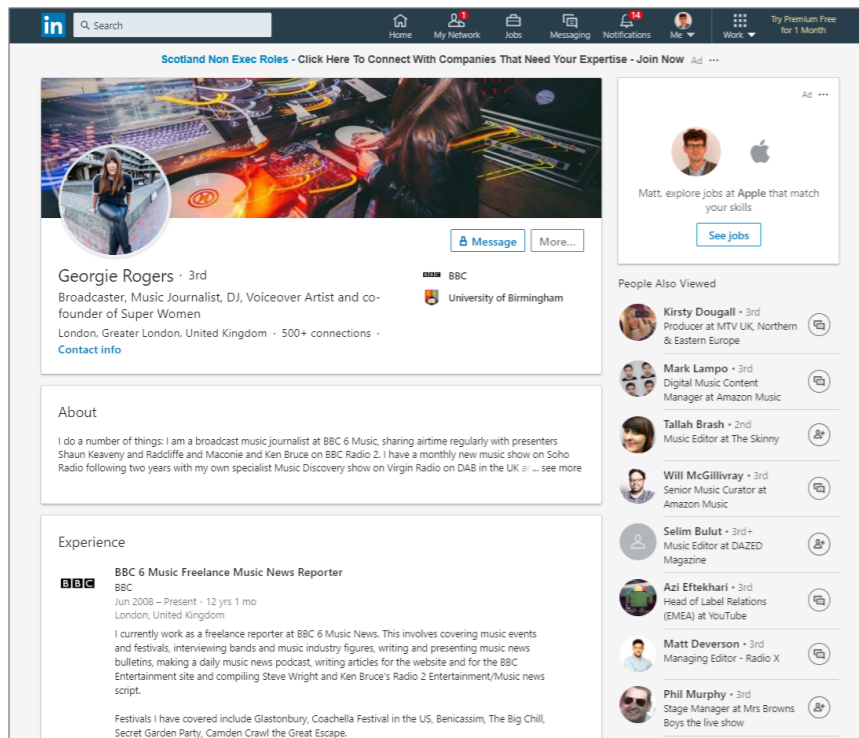
<https://www.linkedin.com>

<https://www.ed.ac.uk/alumni/services/platform-one>





Using LinkedIn Passively:



The screenshot shows a LinkedIn profile for Georgie Rogers, a 3rd-degree connection. The profile includes a header with navigation icons, a banner image, and a profile picture. The main content area is divided into sections: 'About', 'Experience', and 'People Also Viewed'. The 'About' section describes her role as a broadcaster and music journalist at BBC 6 Music. The 'Experience' section lists her current role as a freelance music news reporter at BBC 6 Music, with details on her responsibilities and the types of festivals she has covered. The 'People Also Viewed' section lists several other professionals in the music industry, such as Kirsty Dougall, Mark Lampo, Tallah Brash, Will McGillivray, Selim Bulut, Azi Eftekhari, Matt Deverson, and Phil Murphy.





Using LinkedIn Passively:

The image shows a screenshot of a LinkedIn profile for Georgie Rogers. The profile is split into two overlapping views. The top view shows the profile header and 'About' section. The bottom view shows the 'Experience' section with detailed job descriptions.

Profile Header:
Georgie Rogers · 3rd
Broadcaster, Music Journalist, DJ, Voiceover Artist and co-founder of Super Women
London, Greater London, United Kingdom · 500+ connections · Contact info

About:
I do a number of things: I am a broadcast music journalist at BBC 6 Music, sharing airtime regularly with presenters Shaun Keaveny and Radcliffe and Maconie and Ken Bruce on BBC Radio 2. I have a monthly new music show on Soho Radio following two years with my own specialist Music Discovery show on Virgin Radio on DAB in the UK. ... see more

Experience:

- BBC 6 Music Freelance Music News Reporter**
BBC
Jun 2008 – Present · 12 yrs 1 mo
London, United Kingdom
I currently work as a freelance reporter at BBC 6 Music News. This involves covering music events and festivals, interviewing bands and music industry figures, writing and presenting music news bulletins, making a daily music news podcast, writing articles for the website and for the BBC Entertainment site and compiling Steve Wright and Ken Bruce's Radio 2 Entertainment/Music news script.
Festivals I have covered include Glastonbury, Coachella Festival in the US, Benicassim, The Big Chill, Secret Garden Party, Camden Crawl the Great Escape.
- Super Women**
Super Women Ltd
May 2018 – Present · 2 yrs 2 mos
London, United Kingdom
Co-conceived and created Super Women Series 1 presenting eight films and podcasts about trailblazing women across music, motorsports, adventure, tech and politics. The first short docu-film launched in May 2019 on YouTube and Audioloom with the rest of Series 1 being rolled out monthly throughout 2019. The production company Super Women Ltd that Georgie set ... see more
- Voice Over Artist**
Loud and Clear Voices
Sep 2017 – Present · 2 yrs 10 mos
London, United Kingdom
TV, digital, radio and corporate voiceover adverts for brands including Avon, Pantene, Mitchum, Wisdom, Film 4, BBC Four, Disney, IBM, Global Radio, Steven Soderbergh film promo Beats, 5 Seconds of Summer album campaign.
- VEVO UK Presenter and Curator**
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Aug 2016 – Present · 3 yrs 11 mos
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Presenting video content back stage for Vevo, videos live with The Kills, Wild Beasts and Slaves.
Compiling playlists on my curator profile
- Beats 1 Cover News and Culture Editor**
Apple
Jun 2015 – Present · 5 yrs 1 mo
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- Freelance Broadcast Assistant/Assistant Producer**
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Jul 2010 – Present · 10 yrs
When there were budget cuts in 6 Music News I carried out production training with Lauren Laverne's team and I freelanced for a couple of years as an Assistant Producer on Nemone, Jarvis Cocker, Lauren Laverne, Steve Lamacq and The Breakfast Show.
- Presenter**
Virgin Radio International Limited
Mar 2016 – Nov 2017 · 1 yr 9 mos
London, United Kingdom
I had a weekly new music discovery show on the newly launched Virgin Radio on DAB around the UK and online. Sunday nights 9pm-Midnight GMT I curated a mix of the best new music, all time favourites and have guests like Pond, Wild Beasts, Grizzly Bear, Lindstrom, Martha Wainwright, Charlie Cunningham, Bicep and many more.
- XFM / RADIO X DJ**
XFM
Dec 2012 – Jan 2016 · 3 yrs 2 mos
London, Manchester and Scotland
Following a year and a half of my own show once a week on XFM, I provided regular cover on the network, particularly in the daily Evening Show 7-10pm slot and in for John Kennedy. I have also covered daytime shows (Jo Good), weekend daytime and evening (The Weekender, Suna, Liliana, Matt Dyson, Ian Camfield, Weekend Breakfast) and hosted a Mercury Music Prize special ... see more
- Secret Sessions presenter**
Secret Sessions
Jan 2012 – Jan 2016 · 4 yrs 1 mo
London, United Kingdom
I present the interview section of some of the Secret Sessions content. An artist is featured in an exciting location, they play a song and then I jump in and have a chat with them. So far, I've done sessions with the likes of Vie Ware Evergreen, Skinny Lister, Jagga and Devlin, I Am Kloot, The Lumineers, Peter & Kerry and more. The site itself has reached over 5 million hits.
- The Selector Dep**
The British Council
2012 – Jan 2015 · 3 yrs
London
Regularly cover for Sam Hall presenting an independent music show made by Folded Wing, which

Promoted

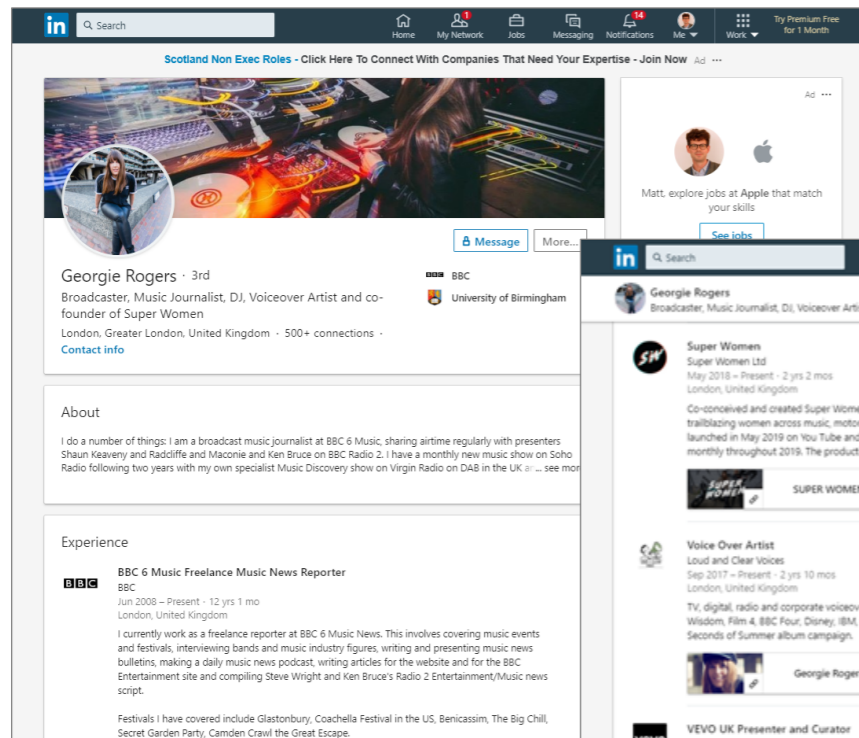
- MBA Energy Management**
Part-time, 5x12 days, Designed for Professionals in the Energy Sector
- Scotland Non Exec Roles**
Click Here To Connect With Companies That Need Your Expertise - Join Now
- NED Roles in Scotland**
Companies Need Your Expertise - Click Here To Connect With Them





Using LinkedIn Passively:

Scotland Non Exec Roles - Click Here To Connect With Companies That Need Your Expertise - Join Now Ad ...



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champions music coming out of the UK and is syndicated around the world to more than 2 million listeners.

Presenter Friday Mornings 1-3am
Xfm London and Manchester
May 2013 – Sep 2014 · 1 yr 5 mos
London, United Kingdom

After covering the previous Christmas I landed my own show once a week between 1-3am on Friday mornings. The slot included a weekly guest and during the time I had the likes of The Maccabees, Enter Shikari, Jurassic 5, Brody Dalle, Nick Mulvey, Lucy Rose, White Denim and Ghotspot on the show. I also gave electronic music, tunes in my DJ bag, the limelight in ...see more

Strongroom Sessions presenter
Strongroom Alive
Jul 2012 – Sep 2012 · 3 mos
Curtain Road, London

I hosted the Strongroom Sessions, a live weekly radio show on Strongroom Alive. It was in conjunction with blog and label Killing Moon and Soundcloud. In the show each week we featured a session by a breaking act from the Strongroom bar engineered and mixed together with an interview. The tracklist was put together by myself with picks from Ach at Killing Moon.

Breakfast Show presenter
Amazing Radio
Jul 2010 – Jul 2012 · 2 yrs 1 mo
Newcastle and London

I presented the daily Breakfast Show on national DAB station Amazing Radio between 7-10am weekdays. The station champions specifically unsigned and upcoming talent. We had artists including Clock Opera, Dry The River, Kyla La Grange and Daughter as Artist of the Week, championed lots of bands from the US, hosted sessions with the likes of William Fitzsimr ...see more

Breakfast Show presenter
Brighton Festival Radio
May 2010 · 1 mo

I presented the Breakfast Show between 7-10am on the Brighton Festival Radio station, 87.7fm in Brighton and online, over the course of the festival. This involved playing good music, reporting on events and speaking to guests and artists involved in the bash. I also hosted a debate hour on how to make money from the music industry with Dean James, the CEO of Mama Group. Gan ...see more

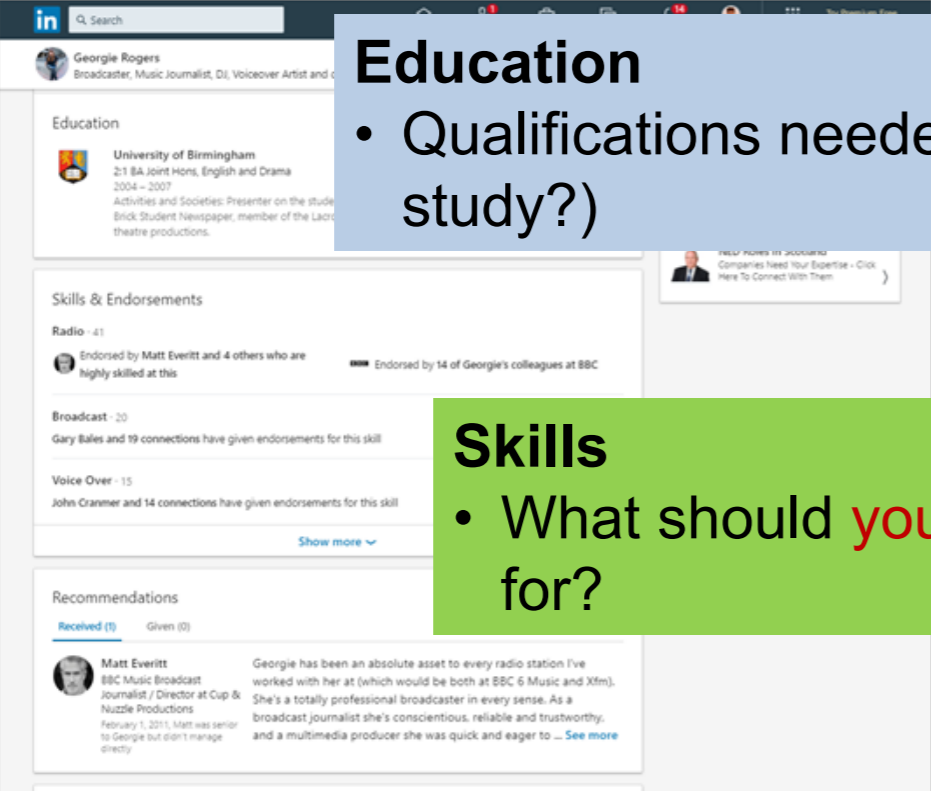
Presenter
Diesel UK Music Radio Station





Using LinkedIn

Passively:

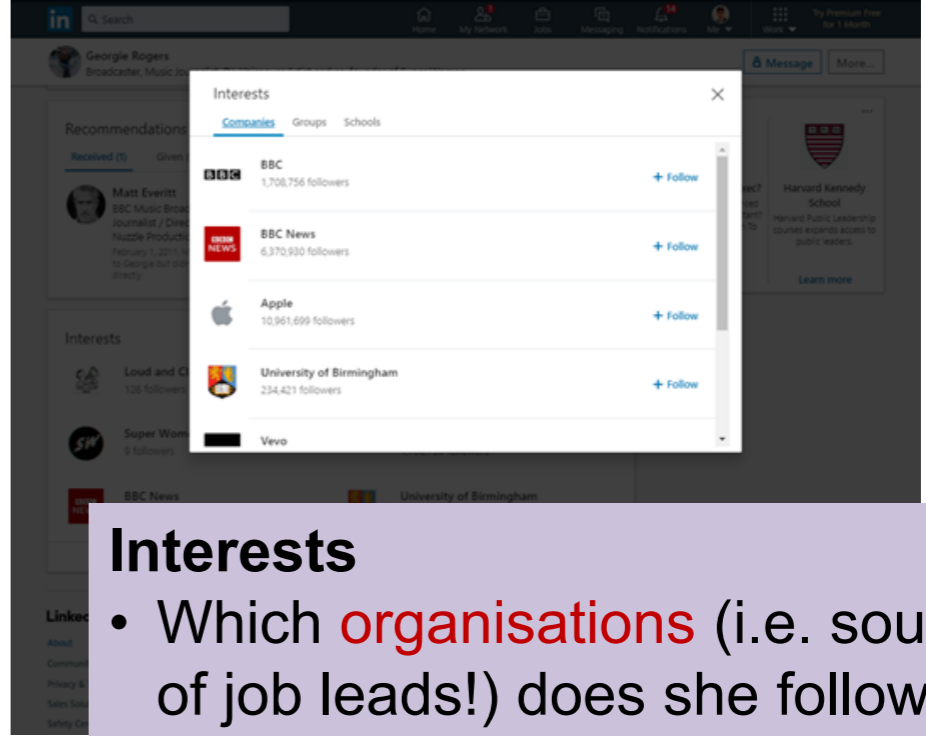


Education

- Qualifications needed (incl. PG study?)

Skills

- What should **you** be aiming for?



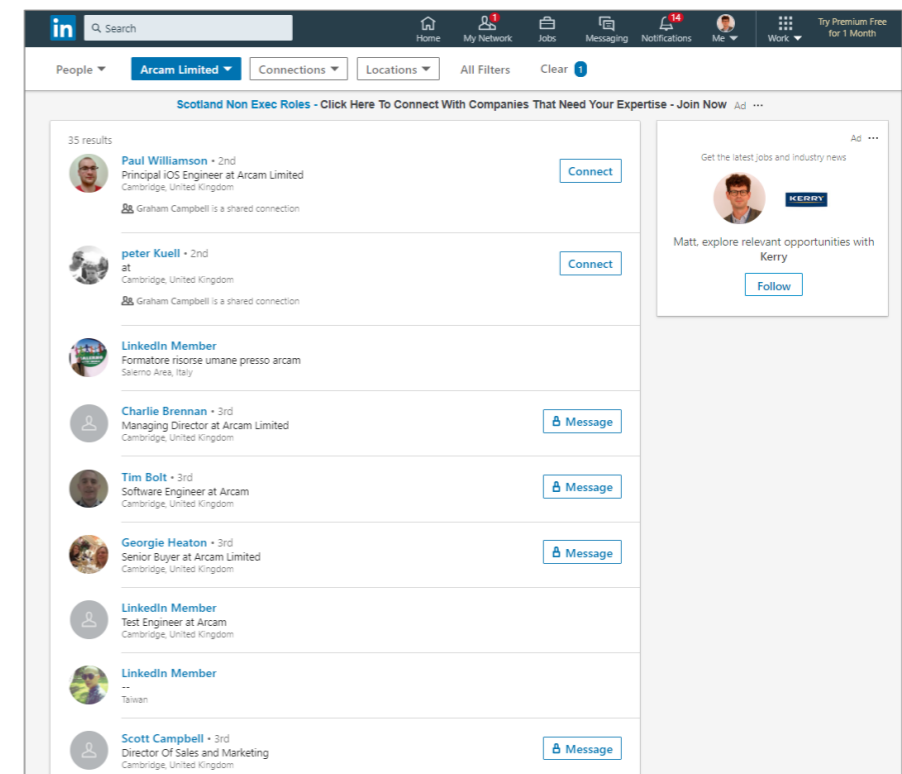
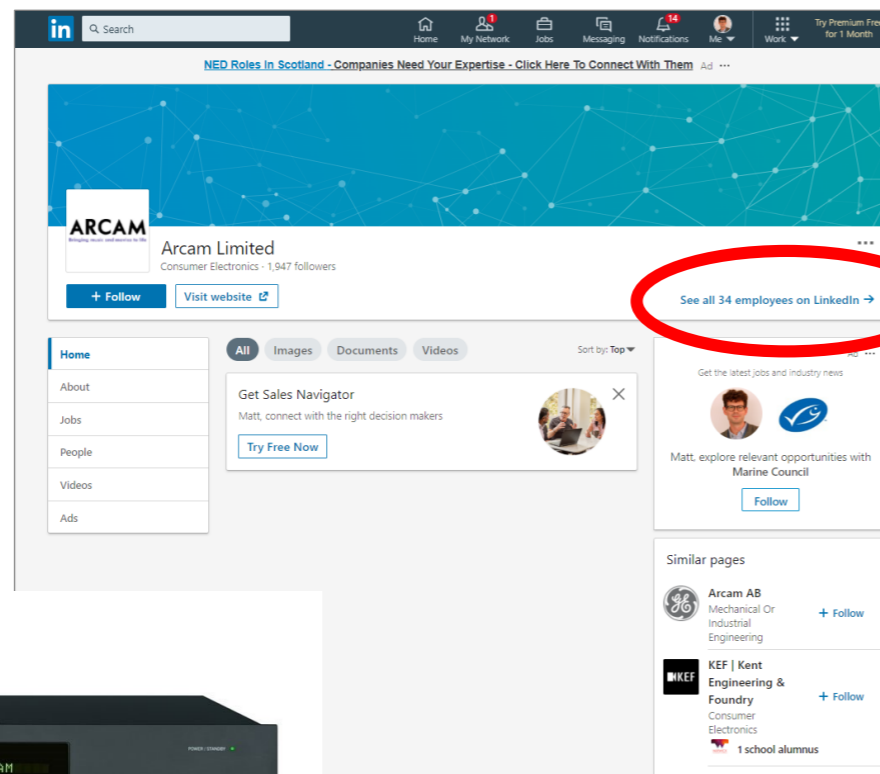
Interests

- Which **organisations** (i.e. sources of job leads!) does she follow?
- Which **Groups** is she in?





Using LinkedIn Proactively: **ARCAM**





Using LinkedIn Advice:

The more people you are connected to, the more likely you'll see the information of somebody you're interested in
> more useful it is!

Step 1: Connect to family and friends, academic staff

Step 2: Join relevant Groups

Step 3: Follow organisations of interest (prof bodies, recruiters etc.)

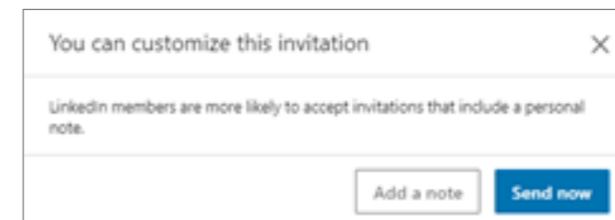
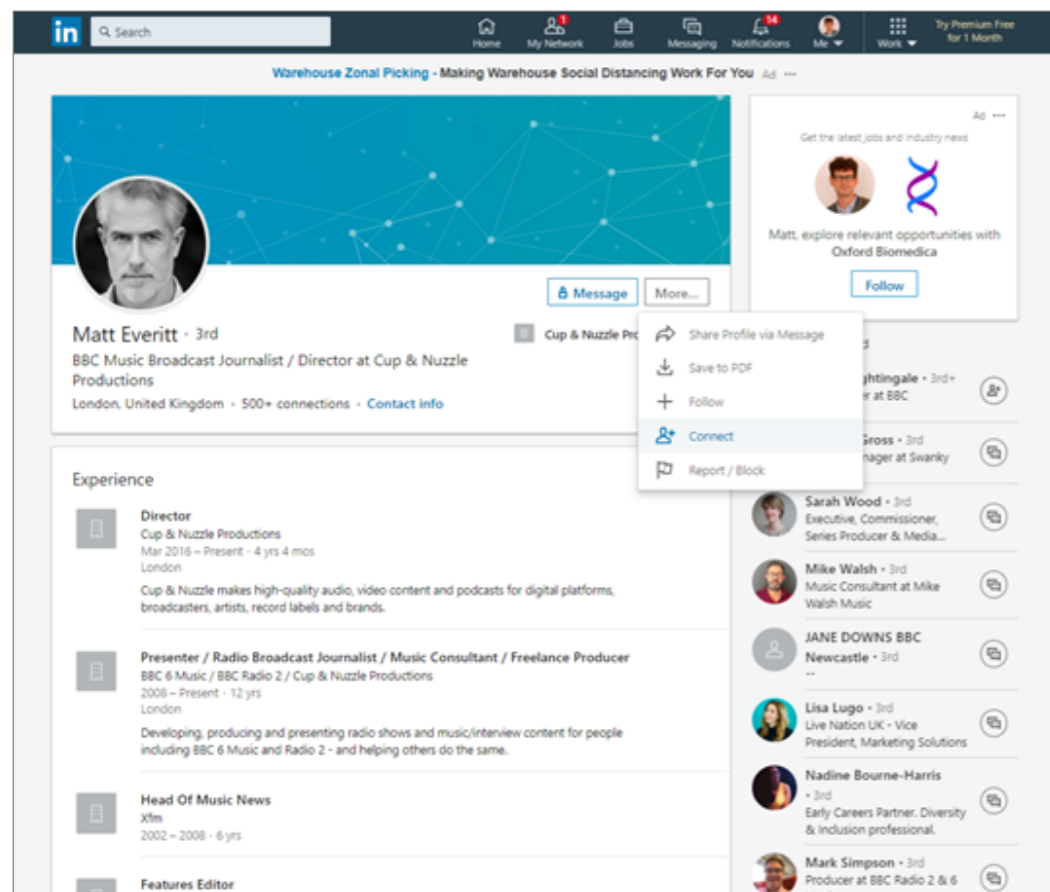
Step 4: Connect to people of interest

Be resilient! OK if people decline.





Connecting on LinkedIn: Add a note!



Explain:

- Who you are
- How they relate to you
- Why you wish to connect to them

N.B. Check spelling & grammar





Dear Matt,

I am a 2nd year undergraduate at Edinburgh, keen to learn about and investigate the feasibility of a career in radio music broadcasting. I wish to connect with you in order to ask you a couple of questions around how the industry views postgraduate journalism courses and also what key skills it looks for. I am interested in messaging you specifically on these things because of my enjoyment of your “The first time” interviews on BBC Radio 6 Music and also being a fellow drummer.

With best wishes,

Jane

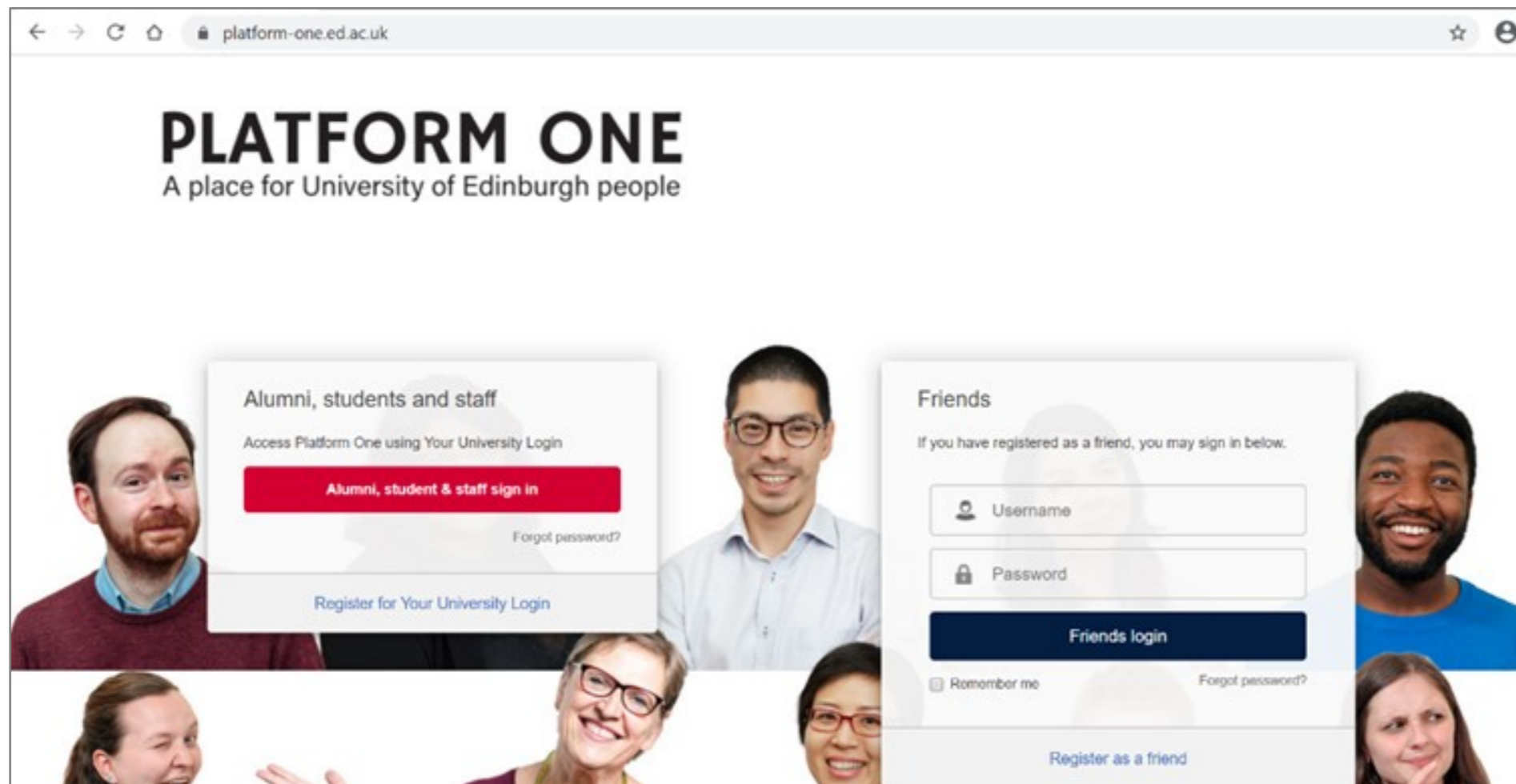
N.B. There is a 300-character limit for LinkedIn *Connection* notes





PLATFORM ONE

A place for University of Edinburgh people





Platform One: Personal Profile

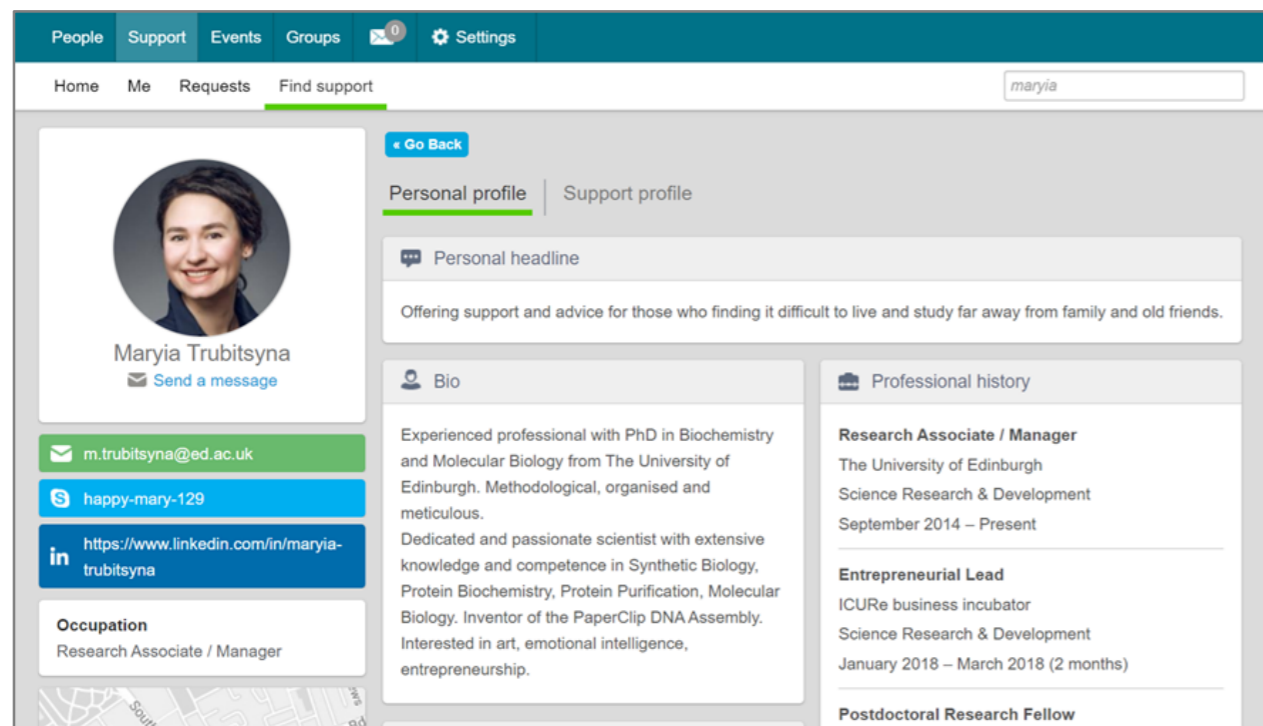
e.g. **Maryia Trubitsyna** the personal profile highlights her career journey as well as her academic interests.

The screenshot shows a user interface for a personal profile. At the top, there are navigation tabs: People, Support, Events, Groups, and Settings. Below this is a sub-navigation bar with Home, Me, Requests, and Find support. A search bar contains the name 'maryia'. The profile itself features a circular profile picture of Maryia Trubitsyna, her name, and a 'Send a message' button. Below the photo are contact links for email (m.trubitsyna@ed.ac.uk), a social media handle (happy-mary-129), and a LinkedIn profile link. The 'Occupation' is listed as 'Research Associate / Manager'. The profile is divided into sections: 'Personal headline' with the text 'Offering support and advice for those who finding it difficult to live and study far away from family and old friends.', 'Bio' with a detailed description of her professional background in Biochemistry and Molecular Biology, and 'Professional history' listing roles such as 'Research Associate / Manager' at The University of Edinburgh, 'Entrepreneurial Lead' at ICURe, and 'Postdoctoral Research Fellow'.





Platform One: Support Profile



e.g. **Maryia Trubitsyna** the support profile details the kind of support that she can offer – Maryia’s support is for those who have moved to a new country or are feeling homesick, anyone feeling self-doubt or anyone with questions about molecular biology or biochemistry.





Further resources

<https://www.ed.ac.uk/careers/students/undergraduates/discover-what-s-out-there/find-out-about-types-of-jobs-and-employers/using-social-media-find-out-stand-out>

Advice from the Careers Service on using social media in connection with your career

<https://university.linkedin.com/linkedin-for-students>

Includes tip sheets and video clips

<http://www.savesthestudent.org/student-jobs/how-to-use-linkedin-to-get-a-job.html>

Tips for improving your *LinkedIn* profile

<http://www.careerealism.com/linkedin-cheat-sheet/>

5 simple tips to improve your profile

<http://www.theguardian.com/education/mortarboard/2013/dec/30/linkedin-tips-for-students-employability>

Advice on using *LinkedIn* from first year of university onwards

<https://www.linkedin.com/in/alexrwinter>

Alex Winter – **example student profile**





Any questions?

